

## ABSTRACT OF THE DISCLOSURE

Battery-driven electronic equipment includes a battery, a first load that is driven by the battery and subjected to time division, a second load that is driven by the battery, capable of being operated during an interval between  
5 periods in which the first load is subjected to the time division, and a control portion for controlling the first load and the second load so that a first driving period in which the first load is driven by the battery and a second driving period in which the second load is driven by the battery do not overlap each other.